



A Study on Customer Satisfaction towards Samsung Products

¹Rudhra S and ²Sivakanni S

¹PG student Department of MBA Jerusalem College of Engineering, Chennai

²Assistant Professor and Department of MBA, Jerusalem College of Engineering, Chennai

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ABSTRACT:

Maintaining high levels of customer satisfaction is of the utmost importance to businesses in today's fiercely competitive consumer electronics market. This study explores the consumers' happiness with Samsung products in an effort to identify the variables affecting consumers' perceptions and general contentment. In order to thoroughly comprehend the numerous characteristics of consumer satisfaction, the study adopts mixed-methods approach, integrating quantitative surveys and qualitative interviews. Participants in the study were drawn from a wide variety of demographic groups and geographical regions, the consumers of Samsung products. Participants' satisfaction with factors such product quality, features, design, performance, customer service, and overall brand loyalty were measured in the quantitative survey using statistical tools like chi-square test, correlation analysis, regression analysis and frequency tabulation, all facilitated by SPSS software

Keywords: brand loyalty, emotional connection, quality, features, and design of items; customer satisfaction; Samsung products; consumer electronics.

INTRODUCTION:

Consumers have a wide range of options when it comes to electronic devices in today's continuously changing technological environment. With a wide selection of goods including smartphones, televisions, home appliances, and more, Samsung, a leader in consumer electronics globally, has become a significant participant in this industry. This introduction seeks to give a general overview of customer happiness with Samsung products while examining the elements that affect this satisfaction and how important it is in determining the brand's reputation.

Samsung is a popular option among consumers thanks to its dedication to innovation, design, and performance. A wide range of cutting-edge goods that satisfy varied demands and tastes are the result of the company's commitment to staying at the forefront of technological developments. from high-end smartphones.

The perceived quality is also among the most vital factors that influence the most. It is the customer's observation about the general quality and the supremacy of the product or service in term of its basic purpose virtual to available substitutes is perceived quality. Perceived quality cannot essentially be independently determined, in part because it is a perception and also involves the judgments about what is important to customers. Perceived quality could be considered as the intangible feelings about a brand. Nevertheless, perceived quality is based on essential dimensions that include uniqueness of the goods by which the brand is fond of such as dependability and performance. It will be useful to identify and measure the underlying dimensions to understand perceived quality.

Business starts and close for the customer and hence their satisfaction and dissatisfaction matters much for running the business. Customer satisfaction is a part of customer's knowledge that shows a supplier's behavior on customer's expectation. It can only be attained through overall good relationship between the customer and supplier. Satisfaction has positively influence on brand trust. If the product meets the consumers desire it means product reaches its satisfaction level. And this level enforces the consumer to revisit the same brand again and again. An understanding of the impact of brand image, perceived quality and satisfaction towards the indirect effects of advertising on brand loyalty will help managers seize the true impact of advertising in development of brand loyalty. Advertising spending has also positively influence on making brand trust. Price promotion was considered as company's offensive strategy for attracting the new customers even from the rival brands but advertising spend has been considered as the company's defensive strategy for retaining its customer loyalty stated by Agrawal (1996).

Customer satisfaction with Samsung products has been crucial in helping the company become the world leader in the technology and electronics sector. Samsung has a long history that spans several decades, and throughout that time it has continually worked to innovate and offer cutting-edge goods that satisfy a variety of consumer needs. This dedication to innovation has helped to promote high levels of client satisfaction, along with an emphasis on quality, design, and a customer-centric approach.

REVIEW OF LITERATURE:

Pakola Petal (2021), made an effort to probe the motivation behind cellular phone purchases by consumers. Price and features were found to be the most influencing variables in the acquisition of another cell phone, while cost, sound quality, and suggestions from companions were viewed as the most critical in selecting a mobile service provider.

Rahman Vahid Tajzadeh Namin Aidin (2020), found that consumers' decisions on which brands to purchase were affected by factors such as household income, exposure to advertising, and level of education. According to the results, there is a link between consumers' perceptions of brands, companies, and the products they choose to use (specifically, mobile phones). There was also no correlation between unmediated or mediated decisionmaking and product preference. For most people, having a family is what makes them want to get a cell phone

Saif (2019), examined the variables that influence Pakistani customers' choosing of a mobile phone. According to the findings, consumers place a high premium on cutting-edge technology, which not only functions as a driving factor when deciding to buy a new smartphone but also acts as a key differentiation between competing models.

Das (2018), used survey approach to conduct empirical study on what variables influence the purchasing decisions of young customers in the coastal areas of Odessa, India, when it comes to mobile handsets. The survey found that among young customers, women, college graduates, students, and city dwellers all had a strong preference for handsets that combined a reputable brand name with sleek design, innovative value added capabilities, and a pleasant user experience.

Yoo et al. (2000) Assessment of the literature showed that there are two separate approaches for investigating brand loyalty. One estimates the direct effect of several determinants on brand loyalty. For example, Yoo et al. (2000) investigated the mixed marketing factors over the brand loyalty. The other approach concentrates on the indirect effects of these determinants on brand loyalty like advertising spending affects potential of product or service quality (Kirmani and Wright, 1989; Moorthy and Zhao, 2000; Yoo et al., 2000), its role is in some ways connected to brand loyalty signifying that rather than the advertisement itself, it is how advertising affects customer perception of the firm that is more critical in shaping brand loyalty.

METHODOLOGY:

The primary objective of this study is customer buying behavior towards Samsung products and the secondary objective is the To identify the key factor influencing customer satisfaction with Samsung products and To examine the relationship between customer satisfaction and brand loyalty towards Samsung and To determine the impact of customer service on customer satisfaction with Samsung products . Descriptive research design is used in the study. Descriptive research includes surveys, finding and enquires. Descriptive research methods can be used in multiple ways and for various reasons. This design can be identified by characteristics, data trends, conduct comparisons, validate existing conditions and conduct research at different time periods. The limitations of the study is respondents are reluctant to response in all cases and since small size of 113 respondents are taken so it is difficult of draw inferences about the population from this sample size. Primary data is collected by providing questionnaire to friends, relatives & colleagues, through emails, WhatsApp, etc. Secondary data is collected by analyzing through websites, journals, etc.

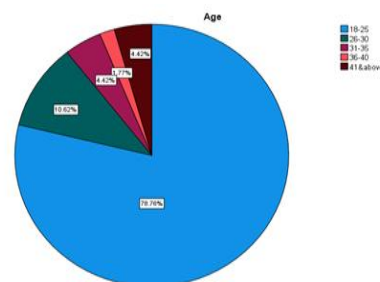
ANALYSIS:

1. PERCENTAGE ANALYSIS FOR AGE VARIABLE

TABLE 1

Particular	Frequency	Percentage
18-25	89	78.8
26-30	12	10.6
31-35	5	4.4
36-40	2	1.8
41&above	5	4.4
Total	113	100.0

CHART 1



INFERENCE

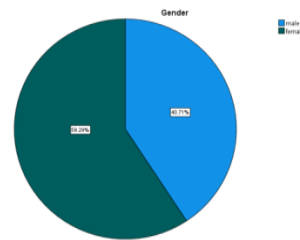
From the above result it is observed that out of 113 respondents 78.8% are 18-25 age group , 10.6% are 26-30 age group , 4.4% are 31-35 age group , 1.8% are 36-40 age group , 4.4% are 41&above age group.

2. PERCENTAGE ANALYSIS FOR GENDER VARIABLE

TABLE 2

Particular	Frequency	Percentage
Male	46	40.7%
Female	67	59.3%
Total	113	100.0%

CHART 2



INFERENCE

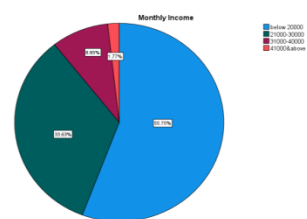
Out of 113 respondents 40.7% are male and 59.3% are female.

3. PERCENTAGE ANALYSIS FOR INCOME VARIABLE

TABLE 3

Particular	Frequency	Percentage
below 20000	63	55.8%
21000-30000	38	33.6%
31000-40000	10	8.8%
41000&above	2	1.8%
Total	113	100.0%

CHART 3



INFERENCE

From the above result it is observed that out of 113 respondents 55.8% are below 20000, 33.6% are 21000-30000, 8.8% are 31000-40000, 1.8% are 41000&above.

4. CORRELATION ANALYSIS:

Correlation analysis assesses the strength and direction of a linear relationship between two variables, indicating how changes in one variable might coincide with changes in another.

To find the significance relationship between customer service and customer issues.

NULL HYPOTHESIS:

H₀: There is no significance relationship between customer service and customer issues.

ALTERNATIVE HYPOTHESIS:

H₁: There is significance relationship between customer service and customer issues.

TABLE 4

Correlations			
		Customer service	customer issues
Customer service	Pearson Correlation	1	.582**
	Sig. (2-tailed)		.000
	N	113	113
Customer issues	Pearson Correlation	.582**	1
	Sig. (2-tailed)	.000	
	N	113	113

INFERENCE

From the test it is found that the significance value is .582 which is higher than the table value 0.1, the Null hypothesis was rejected.

That is there no significance relationship between customer service and customer issues.

5. CHI-SQUARE TEST:

Chi-square is a statistical test used to determine if the observed distribution of categorical data differs significantly from the expected distribution, helping to assess the independence or association between variables.

To find the difference between value for money and repeated purchase of samsung products in the future.

NULL HYPOTHESIS :

H0: There is no association between value for money and repeated purchase samsung products in the future.

ALTERNATIVE HYPOTHESIS:

H1: There is association between value for money and repeated purchase samsung products in the future.

TABLE 5

	Repurchase samsung products in the future?	value for money?
Chi-Square	48.726 ^a	58.062 ^b
Df	4	1
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.6.

b. 0 cells(.0%) have expected frequencies less than 5. The minimum expected cell frequency is 56.5.

INFERENCE

From the above result it is found that the significance value (<.001) is less than the table value (0.5). therefore the null hypothesis was rejected. That is, association between value for money and repeated purchase samsung product in the future.

6. REGRESSION ANALYSIS:

Regression analysis is a statistical method used to quantify and understand the relationship between one or more independent variables and a dependent variable, helping to predict or explain outcomes within a dataset. It aims to find the best-fitting line (or curve) that minimizes the difference between observed data and the predicted values.

To find the association between overall satisfaction with samsung products

NULL HYPOTHESIS:

H0: There is no association between overall satisfaction and product attributes of samsung products.

ALTERNATIVE HYPOTHESIS:

H1: There is association between overall satisfaction with samsung products.

TABLE 6

ANOVA ^a						
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.169	3	0.723	0.966	.412 ^b
	Residual	81.584	109	0.748		
	Total	83.752	112			

INFERENCE

From the regression analysis it is found that the significant value of .412 is less than the table value of 0.5, the null hypothesis is rejected. Therefore, there is association between overall satisfaction with samsung products.

FINDING:

According to the study, 78.8% are 18-25 age group , 10.6% are 26-30 age group , 4.4% are 31-35 age group , 1.8% are 36-40 age group , 4.4% are 41&above age group. According to the study, 40.7% are male and 59.3% are female. According to the study,55.8% are below20000 , 33.6% are 21000-30000 , 8.8% are 31000-40000 , 1.8% are 41000&above. According to the study, correlation analysis shows no significance relationship between customer service and customer issues. According to the chi-square test there is association between value for money and repeated purchase samsung product in the future. According to the study, of regression analysis there is an association between overall satisfaction with samsung products.

SUGGESTION:

From the study we suggest that more attractive schemes should be provided for the customers and also the SAMSUNG should start giving more facilities to its customers that are easily accessible. SAMSUNG can provide its customers with compliment gifts like “calendar” or a “dairy” as per the need of

the time and need to identify the factors that delights the customer in terms of add on services. SAMSUNG can also do customer research study, yearly or half yearly to get more information about the customer's likes, dislikes and can change their attitudes and policies accordingly to provide satisfaction to the customers. More clarity has to be provided to the customers by SAMSUNG, as customers are unaware of its schemes, offers and deals, simply because the lack of publicity, so it requires more relevant advertisement campaigns.

CONCLUSION:

This study on Customer Satisfaction Towards samsung products on Samsung Brand with Competitor's brand is done to understand the customers nature towards various products and services provided by Samsung. Samsung is a well-organized and reputed brand in the product Industry. Samsung brand is known become a family product company in both urban areas and Rural Areas. We are analysis compromise quality of products for anything. and we are analysis People purchase brand Products trust them in quality. Quality products are the highlight of Samsung All customers are satisfied with after sale service of Samsung products.

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